



Media Library of Occupations

An America's Labor Market Information System (ALMIS) consortium has been funded, with New Jersey as the lead state, to begin a project that will enhance the One-Stop system building effort nationwide. It incorporates the use of the Internet and other technology-based delivery of One-Stop unassisted services, and accelerated introduction of products and services. Specifically, the project is to begin development of a library of motion video, still video, and other multi-media occupational information segments, pilot these in a New Jersey One-Stop site, and make them available to all States.

The consortium of States have collaborated to choose the initial 100 occupations which will be represented in motion video, still video, and other media formats. States drew from their demand occupation lists in this process, as well as the BLS national high demand lists. Most of the selections come from the BLS lists of fastest growing occupations and largest occupations. Each consortium State also has been given a free choice of five additional occupations. Scripts are being written describing the multi-media content for each occupation. Once the consortium reviews and approves the script content, the next step will be media production. Following the first set

of twenty completed videos, focus groups will review the films to provide feedback as to the usefulness of the product and any constructive changes in format or production. This information will be used to see if we are on target with this effort and to modify the process, if necessary. Motion video segments will be compressed into the MPEG-1 format and stored on CD-ROM. The consortium will approve the produced media. Copies of the CD-ROM will be provided initially to all consortium states and then be made available to all interested States.

An initial decision was made that the target audience of the occupational videos would be adults. A second audio track may be available for these videos, so alternate voice-overs could be made in the future to focus on school-age youth or another target audience, using the same video portion. The majority of these videos will be 90 seconds long, with some of shorter duration. Real people will be filmed in their work settings

with a voice-over written by script writers and read by actors.

The first six videos were ready in May, 1997. All of the initial 100 videos will be completed by December, 1997.

TECHNOLOGY CONSIDERATIONS

For the New Jersey pilot, the motion video will be compressed into the MPEG-1 format and stored on CD-ROM. The contents of the CD-ROM will be installed onto an Oracle Video Server and delivered across a LAN to 15 public access client workstations at the New Brunswick, NJ (Middlesex County) One-Stop Site. These segments can be incorporated into any type of multi-media application in any State, according to the technology requirements in each State, or may be streamed over the Internet, dependent on speed considerations.



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